

## The Bid – No Bid Decision

Score the opportunity using the following criteria & questions. Make a subjective judgment to score yourself on these issues. Try to be as 'critical' as a buyer (scoring your bid) might be.

		Fitness Range 0 ↔ 5		Score
		0	5	
<b>Do you know and understand the client?</b>	<ul style="list-style-type: none"> <li>What is our performance against the evaluation criteria?               <ul style="list-style-type: none"> <li>Criteria 1:</li> <li>Criteria 2:</li> <li>Criteria 3:</li> <li>Criteria 4:</li> </ul> </li> </ul>	Poor Poor Poor Poor	Excellent Excellent Excellent Excellent	
	<ul style="list-style-type: none"> <li>What is our understanding of the client organisation?</li> </ul>	Shallow	Deep	
	<ul style="list-style-type: none"> <li>What is our understanding of the buyers as individuals?</li> </ul>	Shallow	Deep	
	<ul style="list-style-type: none"> <li>Did we influence their decision to tender?</li> </ul>	Not at all	Significantly	
	<ul style="list-style-type: none"> <li>Were we invited to tender or did we source the ITT?</li> </ul>	Sourced	Invited	
	<ul style="list-style-type: none"> <li>Does the client understand our work and its benefits?</li> </ul>	No	Yes	
	<ul style="list-style-type: none"> <li>Have we talked &amp; listened to the decision makers</li> </ul>	No	Yes	
<b>Do you understand where your company is against the competition?</b>	<ul style="list-style-type: none"> <li>Are there many competitors?</li> </ul>	Yes	No	
	<ul style="list-style-type: none"> <li>Do we understand who are the front runners and why?</li> </ul>	No	Yes	
	<ul style="list-style-type: none"> <li>Can we counter balance their strengths and weaknesses?</li> </ul>	No	Yes	
	<ul style="list-style-type: none"> <li>Is there a significant relationship held with the client?</li> </ul>	Yes	No	
	<ul style="list-style-type: none"> <li>What's our track record against the competition?</li> </ul>	Bad	Good	
<b>Will your proposed solution meet their needs?</b>	<ul style="list-style-type: none"> <li>Does it meet their needs and wants?</li> </ul>	No	Yes	
	<ul style="list-style-type: none"> <li>Can we deliver it and meet our objectives (e.g. profit)?</li> </ul>	No	Yes	
	<ul style="list-style-type: none"> <li>Are there a number of sound reasons to choose us?</li> </ul>	No	Yes	
	<ul style="list-style-type: none"> <li>Would we choose us.....really!</li> </ul>	No	Yes	
	<ul style="list-style-type: none"> <li>Do we want to do this?</li> </ul>	No	Yes	
		<b>Total/100</b>		

Below 50% = Reconsider: And use the time you save to identify new Public Sector Customers, make contact, and start to build new relationships for future tender opportunities

- 50-60% = Consider
- 60% + = Consider and Bid.

*Remember: This grid offers no guarantees, but it is a good vehicle to assess your chances. If you have identified any score below a "4" ensure some action is taken to address the issues/ shortfalls.*